

ESTTA Tracking number: **ESTTA674595**Filing date: **05/27/2015**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**Notice of Opposition**

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Sjovik Limited
Granted to Date of previous extension	05/27/2015
Address	Ground Floor, Dixcart House Sir William Place, St. Peter Port Guernsey, GY14EZ NOT PROVIDED
Attorney information	Wendi E. Sloane Barack Ferrazzano Kirschbaum & Nagelberg LLP 200 West Madison Street, Ste. 3900 Chicago, IL 60606 UNITED STATES trademarks@bfkn.com

Applicant Information

Application No	86367910	Publication date	01/27/2015
Opposition Filing Date	05/27/2015	Opposition Period Ends	05/27/2015
Applicant	Poetic Paisley, Inc. 5745 SW 75th Street #280 Gainesville, FL 32608 UNITED STATES		

Goods/Services Affected by Opposition

Class 003. First Use: 0 First Use In Commerce: 0


All goods and services in the class are opposed, namely: Body lotions, body soaps, body scrubs, body sprays, bath salts, bath gels, bubble bath, body butter, shower gel, massage cream, massage lotion, massage oil, scented room sprays, foaming body and facial scrub, spray face and body lotions, scented linen spray, lip balms, bath fizzie sprinkles, bath bombs, waterless handcleanser


Grounds for Opposition


Priority and likelihood of confusion	Trademark Act section 2(d)
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Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	2604970	Application Date	07/02/2001
Registration Date	08/06/2002	Foreign Priority Date	NONE
Word Mark	P I X I		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 003. First use: First Use: 1999/05/05 First Use In Commerce: 1999/08/18 cosmetics, soaps, perfumery, essential oils for personal use, toilet preparations, namely, toilet soaps, non-medicated skincare preparations, hair lotions, haircare preparations Class 021. First use: First Use: 1999/05/05 First Use In Commerce: 1999/08/18 cosmetic utensils, namely, cosmetic brushes

U.S. Registration No.	4097460	Application Date	11/05/2007
Registration Date	02/14/2012	Foreign Priority Date	NONE
Word Mark	PIXI		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 1999/05/05 First Use In Commerce: 1999/08/18 Cosmetics; Soaps; Perfumery; Essential oils; Toilet soaps; Non-medicated skin care preparations; Hair lotions; Hair care preparations Class 021. First use: First Use: 1999/05/05 First Use In Commerce: 1999/08/18 Cosmetic brushes		

U.S. Registration No.	3727183	Application Date	07/21/2008
Registration Date	12/22/2009	Foreign Priority Date	NONE
Word Mark	PIXI		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2001/11/00 First Use In Commerce: 2001/11/00 On-line retail store services featuring cosmetic products, non-medicated skin care preparations, perfumes, make-up bags and cosmetic brushes		

U.S. Registration No.	4218049	Application Date	07/21/2008
Registration Date	10/02/2012	Foreign Priority Date	NONE
Word Mark	PIXI BY PETRA		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 2008/08/00 First Use In Commerce: 2008/08/00 Cosmetics and make-up		

U.S. Registration No.	4250875	Application Date	06/16/2011
Registration Date	11/27/2012	Foreign Priority Date	NONE
Word Mark	PIXIGLOW		

Design Mark	PIXIGLOW
Description of Mark	NONE
Goods/Services	<p>Class 003. First use: First Use: 2012/02/15 First Use In Commerce: 2012/02/15 cosmetics; nail polish; nail varnish; nail enamel; glitter for use as a cosmetic on the face and body; beauty kits comprised primarily of a variety of cosmetics; compacts comprised primarily of cosmetics</p> <p>Class 035. First use: First Use: 2012/02/15 First Use In Commerce: 2012/02/15 online retail store services featuring cosmetics, nail polish, nail varnish, nail enamel, glitter for use as a cosmetic on the face and body, beauty kits comprised primarily of a variety of cosmetics, compacts comprised primarily of cosmetics</p>

Attachments	<p>78071917#TMSN.png(bytes) 77321849#TMSN.png(bytes) 77527629#TMSN.png(bytes) 77527644#TMSN.png(bytes) 85348514#TMSN.png(bytes) SJKV-0176 PIXIE MIXERIE Notice of Opposition.pdf(591292 bytes)</p>
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Thomas M. Gniot/
Name	Thomas M. Gniot
Date	05/27/2015

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

_____	X
	:
SJOVIK LIMITED,	:
	:
Opposer,	: In the matter of:
	: Application Serial No. 86/367,910
	: For the mark:
v.	: PIXIE MIXERIE
	: Published in the <i>Official Gazette</i>
	: January 27, 2015
	:
POETIC PAISLEY, INC.	:
	:
Applicant.	:
	:
	:
	:
_____	X

NOTICE OF OPPOSITION


Opposer Sjovik Limited (“Opposer”), a St. Kitts and Nevis corporation, with the address of Ground Floor, Dixcart House, Sir William Place, St. Peter Port, Guernsey, Channel Islands, believes that it will be damaged by the registration of the mark PIXIE MIXERIE (“Applicant’s Mark”), as shown in Application Serial No. 86/367,910, filed on August 15, 2014, by Poetic Paisley, Inc. (“Applicant”), for registration in Class 3 with:

“Body lotions, body soaps, body scrubs, body sprays, bath salts, bath gels, bubble bath, body butter, shower gel, massage cream, massage lotion, massage oil, scented room sprays, foaming body and facial scrub, spray face and body lotions, scented linen spray, lip balms, bath fizzie sprinkles, bath bombs, waterless hand cleanser.”

The grounds for opposition are as follows:

1. Opposer, a St. Kitts and Nevis corporation, is a manufacturer and seller of various high-quality cosmetic and personal care products, including make-up, skin care products, and other related merchandise, and has advertised, promoted, distributed and sold, since at least as early as May, 1999, a wide variety of such goods under its unique trademark PIXI, in standard characters as well as in a characteristic stylized script, and both standing alone as well as part of compound marks including PIXI BY PETRA and PIXIGLOW (collectively, the “PIXI Marks”), in the United States.

2. Opposer owns several federal trademark registrations and pending applications in the United States for its unique PIXI Marks. These registrations and applications include:

MARK	REG./APPLN. NO.	GOODS/SERVICES	CLASS(ES)
	2,604,970	cosmetics, soaps, perfumery, essential oils for personal use, toilet preparations, namely, toilet soaps, non-medicated skincare preparations, hair lotions, haircare preparations (in International Class 3); cosmetic utensils, namely, cosmetic brushes (in International Class 21)	3, 21
PIXI	4,097,460	cosmetics; soaps; perfumery; essential oils; toilet soaps; namely, toilet soaps, non-medicated skincare preparations; hair lotions; hair care preparations (in International Class 3); cosmetic brushes (in International Class 21)	3, 21
PIXI	3,727,183	on-line retail store services featuring cosmetic products, non-medicated skin care preparations, perfumes, make-up bags and cosmetic brushes	35
PIXI BY PETRA	4,218,049	cosmetics and make-up	3

MARK	REG./APPLN. NO.	GOODS/SERVICES	CLASS(ES)
PIXIGLOW	4,250,875	cosmetics; nail polish; nail varnish; nail enamel; glitter for use as a cosmetic on the face and body; beauty kits comprised primarily of a variety of cosmetics; compacts comprised primarily of cosmetics (in International Class 3); online retail store services featuring cosmetics, nail polish, nail varnish, nail enamel, glitter for use as a cosmetic on the face and body, beauty kits comprised primarily of a variety of cosmetics, compacts comprised primarily of cosmetics (in International Class 35)	3, 35

3. These registrations are all valid and subsisting, and Registration No. 2,604,970 is now incontestable. Together, this family of marks protects Opposer's numerous cosmetic and personal care products and services. Copies of these registrations from the U.S. Patent and Trademark Office ("PTO") Database are attached herewith, collectively marked as **Exhibit A**. Certified copies of these properties will be made of record during Opposer's testimony period. Opposer currently distributes its products in commerce under these marks, both within the United States and in numerous countries throughout the world.

4. Long prior to the filing date of the application opposed herein, Opposer used the PIXI Marks for the goods and services covered by the registrations referred to above. As a result of such use, Opposer has developed a distinctive style and quality of products that the general public throughout the United States associates with the PIXI Marks. Cosmetic and other beauty products sold under the PIXI Marks have been extremely successful throughout the country and internationally, and have come to be associated by consumers as emanating from Opposer.

5. Opposer's PIXI Marks are strong and distinctive, and are protectable without proof of secondary meaning. Also, by virtue of Opposer's longstanding use, the PIXI Marks are accorded protection not only in connection with the precise goods and services identified in Opposer's registrations, but also in connection with products which are related to or which are in the likely zone of natural expansion of the goods identified in Opposer's registrations.

6. The PIXI Marks have achieved extensive consumer recognition by virtue of Opposer's continuous use of the marks for over fifteen (15) years with the registered goods, and its advertising and publicity in a variety of well-known media sources, including, among others: *Vogue*, *Allure* and *Vanity Fair*. Opposer also features the PIXI Marks on its own websites, www.pixibeauty.com and www.pixibeauty.co.uk, representative pages of which are collected at **Exhibit B**.

7. Opposer's goods have been sold and marketed under the PIXI Marks, both in the United States and internationally, at select retail stores, including, among others, Target, as well as on the Internet through several online retailers, including www.amazon.com, and have become exclusively associated with Opposer. As a result of this extensive use, Opposer has acquired an eminent reputation and valuable good will in the PIXI Marks throughout the United States.

8. On August 15, 2014 Applicant filed its application to register "Pixie Mixerie" with numerous goods in Class 3, as follows:

"Body lotions, body soaps, body scrubs, body sprays, bath salts, bath gels, bubble bath, body butter, shower gel, massage cream, massage lotion, massage oil, scented room sprays, foaming body and facial scrub, spray face and body lotions, scented linen spray, lip balms, bath fizzie sprinkles, bath bombs, waterless hand cleanser".

The application was filed based on an intention to use in commerce, and, on information and belief, Applicant has not begun using Applicant's Mark with the listed goods.

9. Opposer has priority over Applicant for a mark containing "Pixi(e)" in connection with various cosmetics and other personal care products.

10. Applicant's Mark so resembles Opposer's PIXI Marks in appearance, sound and in the overall commercial impression it imparts on consumers that it is likely to cause confusion, mistake or deception among the buying public as to source if registered with the goods in International Class 3 identified in the application opposed herein, in violation of 15 U.S.C. § 1052(d).

11. Foremost, the visual appearance of Applicant's Mark to the PIXI Marks is confusingly similar in a number of respects. Applicant's Mark has, as its dominant component, the nearly-identical word "Pixie." Addition of the letter "e" to "p-i-x-i" is insufficient to preclude a likelihood of confusion since "Pixi" and "Pixie" are mere spelling variations for the same term. The additional component "Mixerie" is not particularly distinctive. As a compound mark, "Pixie Mixerie" is also visually similar to Opposer's PIXI BY PETRA and PIXIGLOW registrations which comprise more than just the term "Pixi" by itself. Moreover, Applicant's Mark was filed without any unique logo or stylization that could otherwise better distinguish this phrase but instead includes a standard character claim.

12. Applicant's Mark is also similar phonetically to the PIXI Marks. The trademarks sound practically the same, and are in fact acoustically **identical** in regard to the dominant "Pixi(e)" components.

13. Moreover, Applicant's Mark is similar in overall commercial impression to the PIXI Marks. More precisely, "Pixie Mixerie" and "Pixi" each invoke a whimsical connotation, suggesting a spirit or fairy as used in connection with personal care products.

14. Applicant has applied to register its mark with numerous beauty products including lotions, lip balms, creams, and sprays—goods directly related and in many cases identical to the various personal care products in Class 3 for which Opposer has registered and is using its PIXI Marks, thereby heightening the likelihood of confusion. As the owner of a family of marks, Opposer is entitled to protection against registration of a confusingly similar mark not only with identical goods, but also with similar goods in markets into which the owner may reasonably expand its business. The bath gels, massage oils, scrubs and other cleansers Applicant has listed in its application are commercially related to and likely to travel in overlapping trade channels as the cosmetics and other products of the Opposer under its PIXI Marks. Applicant's registration of a mark highly similar to that of Opposer's PIXI Marks is likely to give rise to the mistaken belief among consumers that Applicant's Class 3 personal care products emanate from the same source and/or that Applicant's goods are sponsored by, approved by, connected with or otherwise affiliated with those of Opposer.

15. Applicant's and Opposer's goods are likely to be encountered by certain classes of overlapping consumers in the same geographic markets, passing through similar channels of distribution and trade. In addition, being many of the same and related goods, Opposer's and Applicant's products under the respective marks could be sold at similar price points, potentially heightening the risk of confusion.

16. Applicant's Mark so resembles the PIXI Marks that it is likely to cause confusion, mistake or deception within the meaning of Section 2(d) of the Lanham Act.

17. Opposer has not authorized or consented to Applicant's use or registration of Applicant's Mark in the United States.

18. Accordingly, registration of Applicant's Mark in connection with the Class 3 goods specified in its application will likely cause consumers to be confused, mistaken or deceived as to the source, origin or sponsorship of Applicant's goods, to believe that Applicant's goods emanate from Opposer, to believe that Applicant is in some way related to Opposer, and/or to believe that Applicant's goods marketed under the opposed mark are marketed with the consent, permission or authorization of Opposer.

19. If Applicant is permitted to register Applicant's Mark for the goods in Class 3 as set forth in the application herein opposed, it is likely that the relevant public will be confused as to source, resulting in damage and injury to Opposer.

20. Furthermore, any defect, objection or fault found with Applicant's goods would necessarily reflect on and seriously injure the reputation that Opposer has established under the PIXI Marks and the goods sold and services provided thereunder.

21. If Applicant were to be granted a registration for the mark herein opposed, it would obtain thereby at least a *prima facie* exclusive right to use the mark for Applicant's goods in International Class 3. Such registration would be a source of damage and injury to Opposer, as set forth herein.

WHEREFORE, Opposer respectfully requests that this opposition be sustained and that registration of the mark PIXIE MIXERIE, Application Serial No. 86/367,910 for the products specified in Class 3 of such application, be refused and that no registration should issue thereon to Applicant.

Int. Cls.: 3 and 21

**Prior U.S. Cls.: 1, 2, 4, 6, 13, 23, 29, 30, 33, 40, 50, 51
and 52**

Reg. No. 2,604,970

United States Patent and Trademark Office

Registered Aug. 6, 2002

**TRADEMARK
PRINCIPAL REGISTER**

pixi!

**OPPE, ANTHONY P. (UNITED KINGDOM INDIVIDUAL)
22A FOUBERT'S PLACE
LONDON, UNITED KINGDOM W1F 7PW**

FOR: COSMETIC UTENSILS, NAMELY, COSMETIC BRUSHES, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FOR: COSMETICS, SOAPS, PERFUMERY, ESSENTIAL OILS FOR PERSONAL USE, TOILET PREPARATIONS, NAMELY, TOILET SOAPS, NON-MEDICATED SKINCARE PREPARATIONS, HAIR LOTIONS, HAIRCARE PREPARATIONS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 5-5-1999; IN COMMERCE 8-18-1999.

SER. NO. 78-071,917, FILED 7-2-2001.

FIRST USE 5-5-1999; IN COMMERCE 8-18-1999.

ARETHA MASTERSON, EXAMINING ATTORNEY

EXHIBIT

A

United States of America

United States Patent and Trademark Office

PIXI

Reg. No. 3,727,183 SJOVIK LIMITED (ST.CHRIST-NEVIS CORPORATION)
Registered Dec. 22, 2009 GROUND FL, DIXCART HOUSE

SIR WILLIAM PL
ST. PETER PORT, GUERNSEY

Int. Cl.: 35

FOR: ON-LINE RETAIL STORE SERVICES FEATURING COSMETIC PRODUCTS, NON-MEDICATED SKIN CARE PREPARATIONS, PERFUMES, MAKE-UP BAGS AND COSMETIC BRUSHES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

**SERVICE MARK
PRINCIPAL REGISTER**

FIRST USE 11-0-2001; IN COMMERCE 11-0-2001.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 2,604,970.

SER. NO. 77-527,629, FILED 7-21-2008.

DORITT L. CARROLL, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

PIXI

Reg. No. 4,097,460

Registered Feb. 14, 2012

Int. Cls.: 3 and 21

TRADEMARK

PRINCIPAL REGISTER

SJOVIK LIMITED (ST.KITTS-NEVIS CORPORATION)
GROUND FL, DIXCART HOUSE, SIR WILLIAM PL
ST. PETER PORT, GUERNSEY

FOR: COSMETICS; SOAPS; PERFUMERY; ESSENTIAL OILS; TOILET SOAPS; NON-MED-
ICATED SKIN CARE PREPARATIONS; HAIR LOTIONS; HAIR CARE PREPARATIONS, IN
CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 5-5-1999; IN COMMERCE 8-18-1999.

FOR: COSMETIC BRUSHES, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 5-5-1999; IN COMMERCE 8-18-1999.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 2,604,970.

SER. NO. 77-321,849, FILED 11-5-2007.

PAULA MAHONEY, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*
What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*
What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U. S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

PIXI BY PETRA

Reg. No. 4,218,049

Registered Oct. 2, 2012

Int. Cl.: 3

TRADEMARK

PRINCIPAL REGISTER

SJOVIK LIMITED (ST.KITTS-NEVIS CORPORATION)
GROUND FL, DIXCART HOUSE, SIR WILLIAM PL
ST. PETER PORT, GUERNSEY

FOR: COSMETICS AND MAKE-UP, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 8-0-2008; IN COMMERCE 8-0-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 2,604,970.

THE NAME(S), PORTRAIT(S), AND/OR SIGNATURE(S) SHOWN IN THE MARK IDENTIFIES PETRA STRAND OPPE, WHOSE CONSENT(S) TO REGISTER IS SUBMITTED.

SN 77-527,644, FILED 7-21-2008.

DORITT L. CARROLL, EXAMINING ATTORNEY



David S. Kappas

Director of the United States Patent and Trademark Office

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Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*
What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

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United States of America
United States Patent and Trademark Office

PIXIGLOW

Reg. No. 4,250,875

Registered Nov. 27, 2012

Int. Cls.: 3 and 35

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

SJOVIK LIMITED (ST.KITTS-NEVIS CORPORATION)
GROUND FL, DIXCART HOUSE, SIR WILLIAM PL
ST. PETER PORT, GUERNSEY GY14EZ

FOR: COSMETICS; NAIL POLISH; NAIL VARNISH; NAIL ENAMEL; GLITTER FOR USE AS A COSMETIC ON THE FACE AND BODY; BEAUTY KITS COMPRISED PRIMARILY OF A VARIETY OF COSMETICS; COMPACTS COMPRISED PRIMARILY OF COSMETICS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 2-15-2012; IN COMMERCE 2-15-2012.

FOR: ONLINE RETAIL STORE SERVICES FEATURING COSMETICS, NAIL POLISH, NAIL VARNISH, NAIL ENAMEL, GLITTER FOR USE AS A COSMETIC ON THE FACE AND BODY, BEAUTY KITS COMPRISED PRIMARILY OF A VARIETY OF COSMETICS, COMPACTS COMPRISED PRIMARILY OF COSMETICS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 2-15-2012; IN COMMERCE 2-15-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,604,970 AND 3,727,183.

SN 85-348,514, FILED 6-16-2011.

PAULA MAHONEY, EXAMINING ATTORNEY



David J. Kybas

Director of the United States Patent and Trademark Office

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About Pixi



Makeup To Wakeup

Created over 10 years ago and launched in our flagship boutique in Soho, London, Pixi has a loyal worldwide following thanks to its pure, awakening & skin-loving products that create a naturally radiant "just had a good night's sleep" look.

Creator, Petra Strand, has over 20 years of experience as a makeup artist, product developer, and is a mother



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Creator, Petra Strand, has over 20 years of experience as a makeup artist, product developer, and is a mother of four. Pixi is the brand for women on the go! Each product is multi-tasking, flaw-fixing, youth-enhancing that can be applied easily and quickly.

Petra has a passion for skincare, as she generates new products she discovers innovative formulations that are infused with botanicals and beneficial ingredients so that skin is treated whilst you wear it.

Pixi's mission is the same now as it was on the first day the Pixi store opened: simply to bring out the natural beauty in all women – to make women look like themselves, only better!



Flawless in a few fuss-free minutes – that's what Pixi is all about!



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by


petra

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Flawless Beauty Primer

Hydrating & Illuminating

- ☒ Even, flawless skin tone
- ☒ Youthful healthy-looking skin
- ☒ Infused with skin-loving ingredients


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PIXI TIPS




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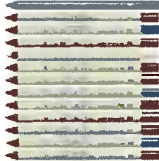




Look Behind the Scenes!

Petra's Blog



Pixi by Petra's Best Sellers



www.pixibeauty.com/complexion/primer/flawless-beauty-primer



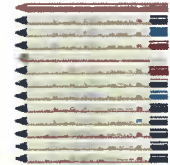



☒ UV Protection

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Pixi by Petra's Best Sellers

			
Glow Tonic	Correction Concentrate	Endless Silky Eye Pen	Flawless Beauty Primer
\$29.00	\$12.00	\$12.00	\$22.00
★★★★★	★★★★★	★★★★★	★★★★★
View Details	View Details	View Details	View Details



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Passionate about skincare, Petra creates innovative formulations that are infused with botanicals and beneficial ingredients. Petra has real-world experience as a busy working mother of four, therefore Pixi is truly about multitasking, flaw-fixing, youth-enhancing products for women on-the-go with no time to spare.

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Endless Silky Eye Intensify Duo

★★★★★ 4 Review(s)

£18.00 [New](#)

Brighten & intensify your eyes with these duo liners crafted to bring out your own unique eye colour!

[Learn More](#)



Fairy Dust

★★★★★ 23 Review(s)

£10.00 [New](#)

Illuminating powder pigments give concentrated glow & enhancing colour instantly!

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Brow Powder Palette

★★★★★ 7 Review(s)

£16.00 [New](#)

Palette of 6 brow powders + applicator for a perfectly defined, customized look!

[Learn More](#)



Light & Tinted

Fairy Dust Favourites

★★★★★ 11 Review(s)

£18.00

"The perfect gleaming finishing touch to any look! These super-smooth powders are multi-use and can be used on the eyes, cheeks or lips." - Petra

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Crayon Combo

★★★★★ 20 Review(s)



Natural Brow Duo

★★★★★ 20 Review(s)